

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 11, 1997

RJR Account #315288

Mr. B. Grismore
DOWLINGS, INC.

APRIL DORAL Box 100 B1G1F / PROMOTION #700447

Dear Bud:

DORAL B1G1F pre-sleeved product has been ordered (see quantities listed below), as well as 195 skus of 4-carton displays (Item #526424) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>B1G1F</u>	<u>STYLE</u>	<u>UPC Code</u>
13	Full Flavor Box 100	12300-23993
13	Light Box 100	12300-23994

Product PO #4797A; Displays PO #4797B

Product / Premium Arrival:

March 31, 1997

Ship Date to Retail:

Week of: April 7, 1997

SKU CUBE:

0.2618

SKU WT (w/o Product):

0.7600 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$1,732.03

Non-EFT \$ Amount:

\$N/A

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B1G1F
DOWLINGS, INC.

Promotion Description:

Utilize 4-Carton Shipper Display. Place 20 *pre-sleeved* B1G1F units each of *Doral FF Box 100* and *Doral Lt Box 100* into the 4-Carton Shipper Display.

SHIP TWO (2) DISPLAYS TO EACH ACCOUNT ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$91.00 (6.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER: 315288 DOWLINGS INC.

INSTRUCTIONS: DORAL BOX BIG1F INTRODUCTION:

DORAL LIGHT BOX 100 / DORAL FULL FLAVOR BOX 100

SHIP (2) DISPLAYS TO EACH RETAIL ACCOUNT

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
2348	113565	1623 01	LEW'S CORNER STORE	89 HEINEBERG DR	COLCHESTER	VT	2794-02-00	A 24	173
2725	113568	1623 01	CAP 'N' CORK	BELWOOD SHOP CTR.	COLCHESTER	VT		B 24	190
2134	113608	1623 01	MINOR'S COUNTRY MKT	RT 104	FAIRFAX	VT		B 24	253
	113645	1623 01	NO COUNTRY BAIT	23 N RIVER ST	SWANTON	VT	2794-02-00	A 12	121
2630	113858	1623 01	B & D SUPER MARKET	MAIN ST	NORTH TROY	VT		A 12	140
2778	343312	1623 01	BP MART	ROUTE 3	PLATTSBURGH	NY	2681-00-00	A 00	90
	475125	1623 01	CHAMPLAIN FARMS #1	16 ROOSEVELT HWY	COLCHESTER	VT	1657-00-00	A 12	175
	502627	1623 01	CHAMPLAIN FARMS	342 ROOSEVELT HWY	COLCHESTER	VT		A 24	210
2513	509373	1623 01	MILTON SHORT STOP022	ROUTE #7	MILTON	VT	2681-00-00	B 12	229
3499	576895	1623 01	ALBURG SHORT STOP 36	RTE_2	ALBURG	VT	2681-00-00	C 24	498
3724	594886	1623 01	MOBIL SHORT STOP 028	ROUTE 7	MILTON	VT	2681-00-00	A 00	100
	615922	1623 01	WINOOSKI EXXON #12	E ALLEN ST	WINOOSKI	VT	1657-00-00	A 01	23
2443	619802	1623 01	SHORT STOP #111	433 CORNELIA STREET	PLATTSBURGH	NY	2681-00-00	A 00	125
	623828	1623 01	MIDDLE ROAD MARKET	MIDDLE ROAD	MILTON	VT		B 24	220
2684	633761	1623 01	MINOR'S DISCOUNT BEV	292 LAKE STREET	ST ALBANS	VT		C 24	1509
4202	654782	1623 01	RT.#127 FIRST STOP	88 HEINEBURG DRIVE	COLCHESTER	VT		A 12	189
	664545	1623 01	BP SHORT STOP	RR 2	ALBURG	VT	2681-00-00	A 00	75
	702261	1623 01	SWANTON #111	RT. #78	SWANTON	VT	2681-00-00	A 00	80
	711211	1623 01	DICK & PAM'S MARKET	ROUTE 105	EAST BERKSHIRE	VT		A 12	160
	727620	1623 01	P.J.'S MINIT STOP	190 S MAIN ST	ST ALBANS	VT	1657-00-00	A 00	
	728362	1623 01	WESTPORT MOBIL	RT 9N	WESTPORT	NY	5247-00-00	A 00	32
	743959	1623 01	ALBURG GO GO MART	RR2 ALBURG	ALBURG	VT	3419-00-00	C 24	370
	759709	1623 01	CIOFFI'S CORNER STR.	66 SOUTH MAIN	ST ALBANS	VT		A 01	58
3617	114518	1623 02	DUTCHIES MKT	MAIN ST	WEST PAWLET	VT		A 12	140
3079	386858	1623 02	EAST ROAD VARIETY	EAST ROAD	BENNINGTON	VT		A 24	150
3397	399687	1623 02	MARTIN'S MINI MART	MAIN STREET	BENNINGTON	VT	2794-02-00	C 24	3000
4041	632630	1623 02	MARTINS SOUTH	510 SOUTH STREET	BENNINGTON	VT		A 24	105
2638	448822	1638 01	ROLAND'S MINI MART	RTE. 302	EAST BARRE	VT	3419-00-00	A 24	145
				P.O. BOX 376					
	590776	1638 01	PASTOP COASTAL #9	377 N MAIN ST	BARRE	VT	1657-00-00	A 12	93
	615925	1638 01	CHAMPLAIN FARMS #11	HCR 61 BOX 65	NEWPORT	VT	1657-00-00	A 00	75
2378	623878	1638 01	OCTANE INC SHORTSTOP	RTE. 5 013	DERBY	VT	2681-00-00	A 00	199
4284	659599	1638 01	BERLIN SHORT STOP	324 BERLIN/MONTPELIER ROAD	BARRE	VT	2681-00-00	A 00	180
	679268	1638 01	CHAMPLAIN FARMS	125 RAILROAD ST	SAINT JOHNSBURY	VT	1657-00-00	A 12	134
	683709	1638 01	DAVE'S TEXACO	13-15 SOUTH MAIN STREET	BARRE	VT	1657-00-00	A 12	54
4295	691600	1638 01	NELSON'S COUNTRY STO	RT 25	WEST TOPSHAM	VT		A 00	66
3045	114346	1638 04	UNION ST STORE	UNION ST	BRANDON	VT		A 12	105
3060	425673	1638 04	BOVE MART, INC.	213 N MAIN ST	RUTLAND	VT		A 24	137
	437115	1638 04	CHAMPLAIN FARMS #7	16 MAIN ST	RANDOLPH	VT	1657-00-00	A 12	113
	615934	1638 04	BRANDON GULF #5	3 GROVE ST	BRANDON	VT	1657-00-00	A 12	100
2450	623941	1638 04	SHORT STOP #014	N. MAIN ST.	RUTLAND	VT	2681-00-00	A 00	103
4110	633296	1638 04	TOM'S AUTO MART	CASTLETON CORNERS	CASTLETN	VT		A 12	123
				RTE. 30					
3352	663162	1638 04	GROVE ST SHORT STOP	129 GROVE ST	RUTLAND	VT	2681-00-00	A 12	248
4430	670402	1638 04	OCTANE SHORT STOPINC	ROUTE 4 EAST	RUTLAND	VT	2681-00-00	A 12	100
	691069	1638 04	CLAREMONT TEXACO	114 PLEASANT ST	CLAREMONT	NH		A 24	220
	723336	1638 04	FASTOP	114 HANOVER ST	LEBANON	NH	1657-00-00	A 12	170
	737948	1638 04	CLAREMONT MOBIL	237 MAIN ST	CLAREMONT	NH		A 24	212
	742293	1638 04	CHAMPLAIN FARMS	MAIN STREET	BETHEL	VT	1657-00-00	A 00	
	113504	1638 09	THE SHOPPING BAG	166 NORTH ST	BURLINGTON	VT		A 12	238

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WHOLESALER: 315288 DOWLINGS INC.

INSTRUCTIONS: DORAL BOX BIG1P INTRODUCTION:

DORAL LIGHT BOX 100 / DORAL FULL FLAVOR BOX 100

SHIP (2) DISPLAYS TO EACH RETAIL ACCOUNT

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCP	Volume
	113507	1638 09	LAROW'S MARKET	NORTH ST	BURLINGTON	VT	A 12	201	
	113549	1638 09	THE SPRING BEV	1130 NORTH AVE	BURLINGTON	VT	A 24	355	
2653	113584	1638 09	TOM & KIM'S MKT., INC	US RT 2	WILLISTON	VT	A 12	100	
	113590	1638 09	MARVIN'S MARKET	221 COLCHESTER RD	ESSEX JUNCTION	VT	2794-02-00	A 12	110
2463	113912	1638 09	PARK FILLING STATION	3 WEST ST	BRISTOL	VT	A 24	215	
90068	113917	1638 09	BLAISE'S CTY STORE	ROUTE #116, SOUTH	HINESBURG	VT	A 12	100	
	114008	1638 09	5 CORNERS BEVERAGE	39 PARK ST	ESSEX JUNCTION	VT	A 24	185	
2218	114012	1638 09	CENTRAL BEV MART	4 CENTRAL ST	ESSEX JUNCTION	VT	A 24	453	
533	114052	1638 09	LUCKY SPOT VARIETY	RT 117	RICHMOND	VT	A 12	113	
2355	114080	1638 09	ESSEX DISCOUNT BEV.	RT 15 PO BOX 506	ESSEX CENTER	VT	A 24	562	
				76 CENTER ROAD					
	114105	1638 09	BRADLEY'S GENERAL	RT 15	JOHNSON	VT	A 24	143	
2699	233093	1638 09	F.W. WOOLWORTH #173	37 CHURCH ST	BURLINGTON	VT	0534-00-00	A 00	84
	289960	1638 09	KORNER QUIK STOP	ROUTE 2	WILLISTON	VT	A 12	111	
				765 WILLISTON ROAD					
2710	289988	1638 09	WEST ADDISON GENERAL	RT#17 & LAKE RD	WEST ADDISON	VT	A 24	943	
	290017	1638 09	CHAMPLAIN FARMS	219 MAIN ST	BURLINGTON	VT	A 12	130	
	309215	1638 09	CHAMPLAIN FARMS	RTE. 100	WAITSFIELD	VT	1657-00-00	A 00	53
2714	315948	1638 09	CHAMPLAIN FARMS	1041 SHELBOURNE RD	SOUTH BURLINGTO	VT	A 12	75	
	324703	1638 09	RIVERSIDE BEVERAGE	500 RIVERSIDE AVE	BURLINGTON	VT	A 12	140	
2157	328735	1638 09	KERRYS KWIK STOP	249 SAINT PAUL ST	BURLINGTON	VT	A 12	142	
	448637	1638 09	DORSET ST BEV CTR	364 DORSET ST	SOUTH BURLINGTO	VT	A 12	101	
2858	456241	1638 09	MOBIL SHORT STOP	1555 NORTH AVE	BURLINGTON	VT	2681-00-00	A 12	678
2511	500924	1638 09	TAFT COR. SHORT STOP	JCT. 2 & 2A #024	WILLISTON	VT	2681-00-00	A 00	177
2448	512774	1638 09	MOBIL SHORT STOP 007	977 SHELBOURNE RD	SOUTH BURLINGTO	VT	2681-00-00	A 00	96
2987	520500	1638 09	STOWE CAR WASH	RTE. 100	STOWE	VT	A 00	25	
2169	555572	1638 09	CROSSROADS DISC BEV	52 N MAIN ST	WATERBURY	VT	A 24	168	
	571864	1638 09	CAPITOL MOBIL	108 STATE ST	MONTPELIER	VT	1657-00-00	A 00	63
2449	576934	1638 09	MOBIL SHORT STOP	1314 WILLISTON RD	SOUTH BURLINGTO	VT	2681-00-00	A 00	152
	587759	1638 09	ROTARY MART #8	103 SHELBOURNE ST	BURLINGTON	VT	1657-00-00	A 12	107
	595955	1638 09	CHAMPLAIN FARMS #10	NO MAIN STREET	WATERBURY	VT	1657-00-00	A 12	143
2304	615941	1638 09	STATE ST. GULF #2	107 STATE ST	MONTPELIER	VT	1657-00-00	A 00	2
	623868	1638 09	VERGENNES VARIETY	65 MAIN ST	VERGENNES	VT	A 12	182	
	649433	1638 09	CHAMPLAIN FARMS #13	56 PEARL ST.	ESSEX JUNCTION	VT	1657-00-00	A 00	90
	665502	1638 09	CHAMPLAIN FARMS	25 COURT ST	MIDDLEBURY	VT	1657-00-00	A 04	88
	665918	1638 09	INTERSTATE SHELL	1055 WILLISTON RD	BURLINGTON	VT	A 24	215	
	670403	1638 09	FASTOP INC.	RT 100	WATERBURY	VT	1657-00-00	A 00	84
	694308	1638 09	SHORT STOP #143	RT #116 & COMMERCE STREET	HINESBURG	VT	2681-00-00	A 00	140
	703503	1638 09	MORETOWN SHORT STOP	RT. #100	MORETOWN	VT	2681-00-00	A 00	53
3982	704681	1638 09	SHELBURN DISCOUNT BE	1907 SHELBOURNE RD	SHELBURNE	VT	A 12	110	
	711780	1638 09	U SAVE BEVERAGE CTR	1302 WILLISTON RD	S BURL	VT	A 12	100	
	715521	1638 09	UNIVERSITY TEXACO	1118 WILLISTON RD	S BURL	VT	1657-00-00	A 00	6
	740858	1638 09	CHAMPLAIN FARMS	315 SHELBOURNE RD	BURLINGTON	VT	1657-00-00	A 00	
2217	760220	1638 09	BALLARD'S CTY STORE	SHELF FALLS RD	HINESBURG	VT	A 24	185	
2539	760698	1638 09	MOBIL SHORT STOP 004	1830 SHELBOURNE RD	SOUTH BURLINGTO	VT	2681-00-00	A 00	162
2231	964662	1638 09	WASHBURN SERVICENTER	RR 2 BOX 156	RICHMOND	VT	A 24	141	
2300	965513	1638 09	BOURNE'S SERV. CTR.	760 SHELBOURNE RD	SOUTH BURLINGTO	VT	A 12	153	

Total Accounts 93

12.4

186 Displays

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